

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A readerboard system, comprising:
a first panel element, wherein said first panel element can be placed in a readerboard, ~~said first panel element having~~ and wherein a first semiotic element is formed thereon on a first surface of said first panel element; and
a second panel element, wherein said second panel element can be placed in said readerboard, ~~said second panel element having~~ wherein a second semiotic element is formed thereon on a first surface of said second panel element, wherein said first and second semiotic elements are complementary such that they combine to form a substantially continuous message when said first and second panel elements are placed adjacent to one another, wherein said first semiotic element comprises at least one of a first portion of a graphic image and a first partial portion of a textual character, and said second semiotic element comprises at least one of a second portion of said graphic image and a second partial portion of said textual character, wherein said first and second panel elements each have top and bottom edges capable of being engaged by track channels provided as part of said readerboard, and wherein said panel elements do not include any protrusions for engaging said track channels of said readerboard.
2. (Original) The system of Claim 1, further comprising:
a third panel element, wherein said third panel element can be placed in said readerboard, said third panel element having a semiotic element formed thereon, wherein said third panel element is complementary to said first and second panel elements in that all three panel elements combine to form said substantially continuous message.
3. (Original) The system of Claim 2, wherein said substantially continuous message extends across substantially all of a surface of a readerboard.

4. (Original) The system of Claim 1, wherein each of said panel elements has a height of one track.

5. (Original) The system of Claim 1, wherein at least one of said panel elements has a height of at least two tracks.

6. (Original) The system of Claim 1, wherein a length of said panel elements is less than a length of a track.

7. A method for advertising, comprising:

designing a message; [[and]]

distributing said message over a plurality of panel elements, wherein each panel element has a top edge and a bottom edge, wherein each a first of said panel elements contains at least a first semiotic element comprising at least a first portion of said message, wherein a second of said panel elements contains at least a second semiotic element comprising at least a second portion of said message, wherein said first and second semiotic elements are complementary to one another, wherein said first semiotic element comprises at least one of a first portion of a graphic image and a first partial portion of a textual character, and said second semiotic element comprises at least one of a second portion of said graphic image and a second partial portion of said textual character, and wherein said message is displayed when said panel elements are placed in a first relationship to one another; and

placing said first and second panel elements in a readerboard in said first relationship to one another, wherein said message is displayed, wherein said panel elements do not overlap one another, wherein a top edge of each of said plurality of panel elements is held in a channel of a track of said readerboard, and wherein a bottom edge of

each of said plurality of panel elements is held in a channel of another track of said readerboard.

8. (Canceled)

9. (Currently Amended) The method of Claim ~~8~~ 7, wherein said message extends across substantially all of a surface of said readerboard.

10. (Original) The method of Claim 7, wherein said message comprises a substantially continuous graphic design.

11. (Currently Amended) The method of Claim ~~8~~ 7, wherein said panel elements have a height corresponding to one track height of said readerboard.

12. (Currently Amended) A readerboard system, comprising:
a readerboard, said readerboard including a plurality of tracks, wherein each track includes at least one channel;

a substrate, wherein said substrate is sized to span an integer number of readerboard rows; and

a ~~full color~~ graphic image interconnected to said substrate, wherein said ~~full color~~ graphic image spans more than one of said readerboard rows, wherein said substrate and said interconnected graphic image comprise a plurality of panel elements, wherein each of said panel elements has a top edge held within a track channel and a bottom edge held within another track channel.

13. (Currently Amended) The system of claim 12, ~~wherein said substrate comprises a plurality of panel elements~~, wherein each of said panel elements ~~comprises~~ includes a semiotic element interconnected to a portion of said substrate.

14. (Currently Amended) The system of claim 13, wherein said semiotic element on each of said panel elements comprises a portion of said ~~full-color~~ graphic image.

15. (Currently Amended) The system of Claim 12, further comprising:
a protective layer overlaying said ~~full-color~~ graphic image.

16. (Currently Amended) The panel of Claim 12, wherein said ~~panel~~ substrate is translucent.

17. (Currently Amended) The panel of Claim 12, wherein said ~~full-color~~ graphic image is a full color graphic image formed from at least four different colors of ink.

18. (Currently Amended) The method of Claim 13, wherein a first of said panel elements includes at least a portion of a first textual element, and wherein a second of said panel elements includes at least a portion of said ~~full-color~~ graphic image.

19. (Original) The method of Claim 13, wherein at least one of said panel elements spans a plurality of readerboard rows.

20. (New) The method of Claim 1, wherein said first and second panel elements do not overlap one another.

21. (New) The method of Claim 12, wherein at least a first of said plurality of panel elements has a semiotic element that is complementary to a semiotic element of a second of said plurality of panel elements, and wherein said first and second panel elements do not overlap one another.

AMENDMENTS TO THE SPECIFICATION

Please replace the Abstract with the following:

A graphic panel system for providing a message spanning all or substantially all of a readerboard is provided. ~~According to embodiments of the present invention,~~ The system includes panel elements that may be combined to form larger graphic images and textual messages. The individual panel elements may be single track height, even though they contain graphics or images that, when the panels are attached to a readerboard, extend for more than one row of the readerboard. Graphic panels having ~~first~~ full color images are also provided.